That Guy - Alcohol Abuse Prevention Education Campa

Increasing Awareness. Shifting Attitudes.
Reducing Binge Drinking.

That Guy: Campaign Overview

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- The Problem – Binge Drinking
  - DoD binge drinking rate was 56% in 2005 (all active duty personnel aged 18-25)
  - Marine Corps binge drinking rate remains the highest at 67% (2009) *Source: DoD Survey of Health Related Behavior*
- The Solution – ***That Guy***
  - A multimedia, research-based, behavior change campaign aimed at reducing binge drinking.
  - DoD TRICARE-sponsored and funded
  - www.thatguy.com

That Guy: Campaign Overview

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- Target Audience
  - E1-E4, enlisted active duty males, ages 18-25, in all services
  - Occasional binge drinker; not the heavy drinker in need of treatment
- Binge drinking rates lower at installations actively implementing *That Guy*
  - 36% at active versus 56% at inactive (Army)
  - 35% at active versus 45% at inactive (Air Force)
  - 45% at active versus 49% at inactive (Navy)
  - Marine Corps sample size too small to be included

That Guy: Strategic Approach

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- Peer social disapproval, short-term negative consequences of binge drinking and becoming *That Guy*
  - Viral, humorous, peer-to-peer approach…while approach is humorous, message is no joke
  - Reach Marines & Sailors where they live, work, and play
  - Use no-cost printed materials, social media, & community advertising
- Avoid a military look or feel (no uniforms, co-branding with military logos or top-down messages from leadership)
- No news articles or command interviews
  - Avoid dramatizing the problem of binge drinking
  - Avoid over-emphasizing origins of campaign as it damages campaign's credibility with the target audience

Decision on Implementation

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- The Marine Corps had no synchronized approach to using *That Guy* program to deter Binge Drinking.
- GENADMIN CMC Washington DC SD DTG: 131831Z Jul 11, "*That Guy* Alcohol Abuse Awareness Prevention and Education Campaign"
- *That Guy*, a synchronized approach [CMC (PA), CMC (SD), DC M&RA (MF & MR), TRICARE] to solving the alcohol problem.
- *That Guy* Campaign POC Checklist: A Step-by-Step Guide.
  - Table of "Do's and Don'ts" by Functional Area (Safety, PA, MF, etc)
  - How to get started
  - Top 10 effective locations to display campaign materials

Questions

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